

STRATEGIC PLAN 2024-2027

Destination
GIPPSLAND



GIPPSLAND'S TOURISM VISION

Gippsland's natural beauty, outstanding experiences and life changing moments inspire the world to visit.

OUR AIM

To support the growth of the visitor economy in Gippsland.

OUR ROLE

As a Visitor Economy Partnership we provide leadership and management capability to deliver marketing that stimulates demand, as well as facilitating the supply of improved visitor experiences.

We will build strong governance, team capability, collaborative relationships with tourism operators, traditional owners, land managers, government and other key stakeholders.

Factors To Enable Success

- Diversify revenue streams to increase financial capacity and independence
- Continue strong governance and accountability on behalf of financial members
- Maintain team performance via professional development and providing a supportive and safe workplace culture
- Maximise opportunities available in the Visitor Economy Partnership model
- Strengthen partnerships and collaboration
- Advocate to grow tourism opportunities in Gippsland with all levels of government

We Value

- **Putting the visitor first:** Make research based decisions
- **Making a difference:**
Build a strategic, Gippsland-wide legacy
- **Advocating for Gippsland:** Through positive story-telling
- **Collaborating to maximise our impact:**
Create partnerships
- **Striving to continually improve:**
Benchmarking with best practice
- **Responding quickly to opportunities and challenges:** Listening to industry
- **Diverse contributions:** Provide a supportive team culture

GENERATING VISITOR DEMAND FOR GIPPSLAND

Marketing

Maximise the reach and impact of **Gippsland's All Kinds of Wonder brand**. Invest in targeted marketing campaigns, maintain consumer communications, increase our digital capability and be active in growing the **international market**.

Events

Support Events Gippsland to continue to secure new events to build a full calendar. Implement stage 2 and 3 of the Gippsland Events Strategy, work with Local Government partners to leverage the broader tourism benefits of business and leisure events.

Goals & Measures

- ✓ Market share
- ✓ Events value
- ✓ Visitor Expenditure
- ✓ Brand performance

IMPROVED SUPPLY OF VISITOR EXPERIENCES

Product

Facilitate investment in new tourism product. Look for opportunities in both public and private sector and advocate for Gippsland's priority projects.

- Gippsland Odyssey Rail Trail Network
- Gippsland Lakes Aquatic Trail
- Bass Coast Dinosaur Trail
- Nanjet/Yanakie Cultural Experience

Planning and Resources

Implement tourism plans. Continue to secure resources and action the Gippsland Destination Management Plan (DMP) and related strategies.

- Food Drink & Agritourism
- Tracks and Trails
- Gunaikurnai Aboriginal Tourism Strategy
- Events
- Visitor Services

Industry Development

Support tourism businesses. Provide networking opportunities and communication channels for professional development, and industry insights and research.

Elevate the importance of Indigenous, accessible and sustainable tourism opportunities in Gippsland. Adhere to the United Nations Sustainable Development Goals

Goals & Measures

- ✓ Value of tourism investment
- ✓ Adopt a Visitor rating scheme
- ✓ Implementation of the DMP